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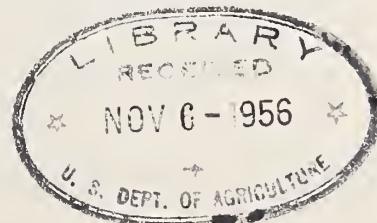
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UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington 25, D. C.

KNOW THE POULTRY YOU BUY
(a television script)

ANNOUNCER - How much do you know about the poultry you put on your table?
Has it been inspected for wholesomeness? Has it been graded
for quality? Our guests today are going to discuss with us the
subject KNOW THE POULTRY YOU BUY. These two gentlemen are
--- (name) ---, USDA Inspector, and --- (name) ---,
USDA Grader, both from the Agricultural Marketing Service.
They deal daily with the Government's two programs of inspecting
poultry for wholesomeness and grading for quality, so they are
especially well qualified to tell us the meaning of these two
programs as they apply to the poultry you buy in your local store.
Just to get started, Dr. --- (Inspector) ---, I'd like to ask
you this question: Is all the poultry sold in stores inspected
or graded under the Government's programs?

Inspector - No, these programs are not compulsory, which means that process-
ors of poultry voluntarily request and pay for the services if
they want them for their products. At the present time, more
and more processors are requesting the services, and the amount
of poultry processed under the programs is increasing steadily.
Both programs, inspection and grading, are being expanded and
made more complete.



ANNOUNCER - Why should I buy inspected poultry?

Inspector - To have poultry that you know has been processed in a sanitary manner in a Government-approved plant and inspected for wholesomeness under the supervision of a trained Government inspector. These are both important points which assure the consumer of getting clean wholesome poultry. The Government describes in its regulations how to keep the poultry sanitary and how to control sanitation in the plant and among the workers, and lays down the rules for inspection.

ANNOUNCER - And what is the advantage to buying graded poultry?

Grader - To have poultry that has been rated as to "meatiness" or fleshing, shape, amount of fat in and under the skin, and general appearance as to flesh and skin defects. If you're talking about an individual graded bird, it must also have been inspected for wholesomeness before it was graded for quality.

ANNOUNCER - I can see that the programs have real value. Since they are not applied to all the poultry in stores will you tell us how the consumer can recognize poultry processed under the Government's programs?

Grader - Poultry so inspected and graded is usually identified when it is sold, and consumers should learn to look for the identification marks.

ANNOUNCER - Where should they look, and what should they be looking for?

Inspector - On ready-to-cook packaged birds, particularly if they are frozen, the label is often printed right on the film wrap - like this one. (Shows packaged whole bird - brand name and plant number deleted - with label printed on wrap.) This is the label that consumers probably will seemost often. It's the combined inspection and grade label and indicates that the bird has not only been inspected and passed as wholesome food but also has been graded A for quality.

ANNOUNCER - And this is a Grade A bird?

Grader - Yes. USDA Grade A birds are well-fleshed or meaty, have a good fat covering, are free of pinfeathers, and have no skin tears or flesh bruises, and no defects such as crooked breast or broken bones. Undergrades, as we sometimes call Grade B and Grade C birds, are often sold without grade identification.

ANNOUNCER - Now, you said that this label sometimes appears on the film wrap of the bird. Where else might consumers find it?

Grader - On packages of chilled but unfrozen poultry, they are apt to find the label printed on a piece of parchment and included under the wrapper - like this. (Shows packaged chicken with label insert.) And, there's still another form in which this label appears - less often now than before, though. Where birds are sold whole, chilled and not wrapped, they may have a wing clip label - like this. (Shows wing clip on whole chilled chicken.) This label may also be found in a package of cut-up

poultry - where the store has bought the poultry whole and unwrapped, and cut and packaged it for sale. As I said, the wing clip is becoming less common. That's because the inserts are easier to use on the plant packaging line, and more birds are being packaged in the plant.

ANNOUNCER - Awhile ago you called this label the combined inspection and grade label. What do you mean by that?

Grader - This large picture shows why it's called the combined label. (Shows combined mark.) You see, it's a circle with a shield inside. The top part, just inside the circle, says, "Inspected for wholesomeness, U. S.". Below the line, in the bottom half of the circle, is the solid-color shield, which carries the legend, "USDA, U. S. Grade A". At the bottom of the circle is the word, "Graded", in the same size letters as the "Inspected" at the top.

ANNOUNCER - You say that this combined label is the one consumers will see most often. Do you have pictures of the other labels?

Inspector - Yes, and if I show them side by side, I'm sure you'll see where we get the combined label. (Shows the inspection mark and the grade mark. Points out characteristics of grade mark.) The shield-shaped grade mark tells the quality of the poultry - Grade __, the style of processing - ready-to-cook, and the kind and class of poultry - in this case, __ __ __ __ __. The grade label appears on ready-to-cook poultry only if the poultry is

also inspected for wholesomeness and carries the inspection label. So the consumer ordinarily finds the combined label instead of the grade mark. (Points out characteristics of inspection mark.) Consumers will see the inspection mark often in stores - it's widely used to show that the poultry meets the requirements for wholesome food. I'd like to emphasize that that's all it means. The inspection mark does not indicate grade or quality of the poultry. The inspection mark is simply a circle saying, "Inspected for wholesomeness by U. S. Department of Agriculture". It may be used only on a ready-to-cook bird, never on a dressed bird where the inspector hasn't had a chance to examine the inside of the bird. When you see this mark, you know the poultry has been thoroughly examined inside and out by the Government's representative.

ANNOUNCER - And may it be used without any grade mark?

Inspector - Oh, yes. For instance, if a processor wants to put inspected birds on the market without grading them, he can do that, showing only the inspection mark.

ANNOUNCER - Is this the only way the inspection mark is used?

Inspector - No. As a matter of fact, consumers are more apt to find the inspection mark on what we call "processed" poultry products. Here's what I mean. (Sets out row of canned and/or frozen prepared poultry products - brand names deleted.) The inspection mark frequently appears instead of the combined label.

and without the grade mark on cooked or partly cooked items like these. The reason is that the grade isn't usually considered as important in poultry that's cooked and cut up in one of these foods.

ANNOUNCER - Why not?

Grader - Well, we must remember that poultry grades are based mostly on fleshing, or "meatiness"; on fat in and under the skin; and on presence or absence of skin, conformation, and flesh defects. Excellence in all three of these characteristics makes a bird Grade A. But birds graded B or C because they're less desirable in one or more characteristic are not necessarily poorer in eating quality than Grade A birds. As a matter of fact, a Grade B or Grade C bird is an excellent choice for cut-up meat in cooked products, whether they're bought in cans or made at home. Of course, you may want to choose a Grade A bird for roasting.

ANNOUNCER - Well, that certainly sounds reasonable enough. --To sum it up, what would you say are the important points of our discussion today?

Inspector - You might say the important points are these: There is more ready-to-cook poultry than ever that is inspected and graded under the USDA programs. There are three labels that consumers can look for to identify that poultry. These labels are (points as he mentions them) the often-seen combined inspection and grade label - the shields within a circle that shows both wholesomeness

and quality: the round inspection label - used on ready-to-cook poultry that shows no grade, and on cooked or partly cooked products to show that the poultry has been passed as wholesome food; and the grade label - showing the quality, and used only with the inspection label. -- I want to add that if more consumers would ask at their markets for poultry labeled for wholesomeness and quality under the Government's programs it would help to make it more widely available.

SPECIAL SUGGESTIONS, PROPERTIES

This script is designed for presentation with local Government personnel - an inspector and a grader of poultry. Use of these men will provide an air of authenticity which might otherwise be hard to achieve. For the most natural delivery, the men may want to translate the ideas in the script into their own words.

Photographs of suggested properties are attached, but wherever possible actual poultry and actual marks should be used. The photographs of marks shown here may be used in extreme closeup with good results.

Arrangements for participation of Government personnel can be made by writing or calling the appropriate Marketing Information Division Area Office or Area Inspection or Grading Supervisor listed on the following pages:

LIST OF REGIONAL SUPERVISORS - POULTRY GRADING & INSPECTION

CALIFORNIA

San Francisco (11)	Room 720-C - U. S. Appraisers Building 630 Sansome Street	Wm. F. Knuppel, Grader H. E. Gaskill, Inspector
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States Supervised by Mr. Knuppel and Dr. Gaskill: California, Oregon, Washington, Idaho, Nevada, Arizona, Utah, Wyoming, Montana

ILLINOIS

Chicago (7)	Room 1014 - U. S. Customs House 610 S. Canal Street	L. J. Dolson, Grader W. S. Buchanan, Inspector
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States Supervised by Mr. Dolson and Dr. Buchanan: Illinois, Michigan, Wisconsin, Indiana, Ohio, Kentucky, Tennessee, Mississippi, Alabama, Louisiana, Arkansas, Missouri

IOWA

Des Moines (9)	Room 503 Iowa Building	Frank J. Santo, Grader R. B. Mericle, Inspector
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States Supervised by Mr. Santo and Dr. Mericle: North Dakota, South Dakota, Nebraska, Colorado, New Mexico, Texas, Oklahoma, Kansas, Minnesota, Iowa

PENNSYLVANIA

Philadelphia (6)	Room 200 Customs Bldg. 2nd & Chestnut Streets	James York, Grader J. R. Harney, Inspector
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States Supervised by Mr. York and Dr. Harney: Florida, Georgia, Virginia, New York, Pennsylvania, South Carolina, North Carolina, Delaware, Maryland, Connecticut, New Jersey, Vermont, Maine, Massachusetts, New Hampshire, Rhode Island, West Virginia

LIST OF MARKETING INFORMATION DIVISION AREA OFFICES

<u>South</u> <u>east</u> <u>Area</u>	50 - Seventh St., N. E. Room 255 Atlanta 23, Ga.	Arthur W. Susott, Chief
<u>Mid</u> <u>west</u> <u>Area</u>	536 South Clark St. Second Floor Chicago 5, Ill.	John C. Baker, Chief
<u>South</u> <u>west</u> <u>Area</u>	Room 426 U. S. Terminal Annex Dallas 2, Texas	Harold C. Bryson, Chief
<u>Nor</u> <u>theast</u> <u>Area</u>	139 Centre Street Room 505 New York 13, N. Y.	Stanley A. Flower, Chief
<u>West</u> <u>ern</u> <u>Area</u>	630 Sansome St. Room 702 San Francisco 11, Calif.	J. Stanley Livingstone, Chief

FORMS OF OFFICIAL IDENTIFICATION FOR READY-TO-COOK POULTRY

FORM OF GRADE MARK



Figure 1.

FORM OF INSPECTION MARK



Figure 2.

COMBINED FORM OF GRADE MARK AND INSPECTION MARK



Figure 3.

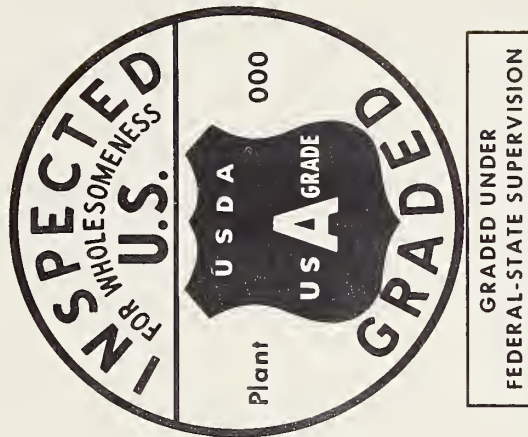


Figure 4.

When the information pertaining to the class of the product appears prominently on the packaging material the combination form of the grade mark and inspection mark indicated in Figure 4 may be used in lieu of that indicated in Figure 3.

POULTRY WITH COMBINED INSPECTION & GRADE MARK



